

2,608 Traffic Casualties

53 Killed in August Street Accidents, 21 by Autos

Traffic accidents during August resulted in the death or injury of 2,608 persons, according to a Police Bureau of Statistics statement yesterday. The figures are smaller than those of July, but larger than those of August, 1916.

Of the victims, 987 were children, and 330 persons were past fifty. Automobiles caused twenty-one deaths, motor trucks killed thirteen, horse-drawn trucks eight and street-cars six. Two persons were killed in falls from streetcars and three boys were killed while stealing rides. Manhattan led all boroughs, with 1,362 casualties. Brooklyn had 781. The Bronx 266, Queens 160 and Richmond 39.

Top Coats



A Top Coat is like a cheerful wood fire in the early fall. Many a day that warms up beyond fall clothes at noon time—starts and finishes with a nip that has dangerous shivers in it for the man without a top coat.

Hart Schaffner & Marx Top Coats

Many with a distinctively military appearance. Others equally stylish but more conservative in design. All as smartly cut and draped as Hart Schaffner & Marx know how. One way to be sure of your top coat is to get it here.

Prices—\$20 to \$38

Wallach Bros.

Broadway, below Chambers
Broadway, cor. 29th246-248 West 125th
3rd Ave., cor. 122d } Open
Evenings

5 New York Regiments To Be Scattered

War Department Orders
Gen. O'Ryan to Trim Division to Four Units

Order Causes Keen Dissension in Camp

Many Officers Find Selves Without Command and No Prospects

(Staff Correspondence)

CAMP WADSWORTH, S. C., Sept. 18.—Definite plans for dividing the 27th Division, made up of Federalized National Guardsmen from New York, and amalgamating part of it with New York men drafted for the new National Army, were announced today by Major General John F. O'Ryan. It was stated a few days ago that the War Department contemplated absorbing some drafted men into the National Guard commands, but this was the first official announcement of the definite plan under which the absorption will be accomplished.

Only four of the nine regiments comprising the 27th Division, including the famous "Fighting 7th," under the command of Colonel Willard Fisk, are to be retained under General O'Ryan in the 27th Division. The others are to be transferred to divisions with headquarters ranging from Maine to California. The five regiments which are slated to go are the 12th and 11st Infantry, of Manhattan; the 14th, of Brooklyn and Queens; the 1st, with companies from Oneonta, Newburgh, Binghamton, Utica, Mohawk, Walton, Watertown and Ogdensburg, and the 10th, with companies from Yonkers, Mount Vernon, Kingston, Poughkeepsie, Catskill, White Plains, Flushing, Hudson and Albany.

The four remaining regiments, which will form a nucleus of the 27th Division, from which will be built up two brigades, each 7,200 strong, under the new War Department standards, are the 7th, of Manhattan; the 23d, of Brooklyn; the 2d, made up of companies from Troy, Cohoes, Whitehall, Glens Falls, Gloversville, Malone, Hoosick Falls, Saratoga Springs, Amsterdam and Schenectady, and the 3d, made up of companies from Rochester, Auburn, Medina, Geneva, Syracuse, Niagara Falls, Olean, Hornell and Oswego.

Must Add 3,196 to Each

To bring these regiments up to the required strength 3,196 will have to be added to each. This deficiency will be made up of men transferred from the other regiments and by the assignment of National Army men drafted in New York State. It is reported here that the movement of drafted men from the New York training camps will begin in two weeks.

The newly formed division will be made up of two brigades, to be known as the 53d and 54th Infantry Brigades. While the five regiments selected to be dropped will sever relations with the 27th Division as soon as orders can be issued on reassignment of the organizations is expected for a month or more. They will then be assigned to national army divisions now being formed. In the interim they will be individual units.

Five colonels, five lieutenant colonels and scores of majors, captains, first and second lieutenants will, when the regiments are reassigned, find themselves without commands. This does not mean that they will be dropped, but their ultimate fate is problematical. For the present they will be held in their present standing and later many will be distributed among the various Guard organizations. Several of them will be picked out to command the six depot battalions of the 27th Division, which will remain here after the division goes to France.

With the reorganization plan completely worked out, General O'Ryan today consented to make his first public statement concerning the work he has accomplished. He emphasizes the fact that he assumed full responsibility for the reorganization, which, he said, had been assigned to him by the War Department with instructions giving him the greatest possible latitude. Undoubtedly, he said, there would be complaints and disappointment. But the selection of regiments and officers to remain with the division, he declared, had been made only after the most careful consideration. Factors determining the choice, he said, were, first, efficiency, and second, length of service. He pointed out that the retention of a regiment did not necessarily mean that its personnel of officers would remain intact, but made plain that numerous changes in commands were contemplated.

Regiments Are Cut

"The present organization of the 27th Division provides for nine infantry

regiments," he said. "Under the new system we have room for only four. While the problem so far as enlisted men are concerned resolves itself merely into a question of transfer between regiments, the problem of officer material has required considerable thought. We have been up against the old proposition of an excess of officers, but after considering the question from all angles and aiming for one goal, the good of the service, we have arrived at a satisfactory solution."

Test Rainbow Men For Meningitis

Physicians to Examine 36 Who Came in Contact With Private Now Dead

(Staff Correspondence)

CAMP MILLS, Long Island, Sept. 18.—A staff of physicians from the Rockefeller Institute came to Camp Mills this afternoon to assist the medical officers of the 1st Rainbow Division in taking blood cultures of about thirty-six members of the 16th Infantry Regiment, who came in contact with a private in the Alabama organization who died several days ago of spinal meningitis.

These physicians will cooperate with Lieutenant Colonel Grissinger, chief surgeon of the 43d Division, in ascertaining what effect, if any, contact with the sick soldier had on these men. It is not anticipated that these men have been infected, but the officers of the Rainbow Division are determined to leave nothing undone which will insure the safety of the French men in the pink of condition.

Funeral services for George Noff, private of the old 69th who committed suicide yesterday, were conducted this afternoon by Father Francis P. Duffy, chaplain of the Irish regiment. Noff's body was sent to relatives in New York City.

Military honors were shown Wilbur Riley, a private of the Alabama contingent, who died Saturday. Chaplain Smith, the Southern unit's sky pilot, conducted the services and the Alabama's band and a detachment of soldiers from the organization followed to the home of the Hampshire, from whence it was shipped to Oyster Bay.

A general court will sit tomorrow on the cases of several privates in the 16th Infantry charged with desertion. This was pay day in the Iowa unit, and Colonel Bennett said it took just \$108,000 to pay the soldiers off.

Gen. Hodges Gives Draft Men Right of Appeal

AYER, Mass., Sept. 18.—Members of the New England drafted army at Camp Devens whose exemption claims were denied by appeal boards will have an opportunity to present evidence in support of their contention that they should be relieved of military duty, under an order issued by Major General Harry F. Hodges today.

Thirteen questions must be answered to the satisfaction of General Hodges if he is to grant appeals. In the event that the commander refuses to exempt soldiers they still have the right of further appeal to Washington, although he is satisfied that the claims are just and that it would work a hardship on certain men to require them to remain here he has full authority.

Eight men were discharged today because of physical disabilities.

Samson to Sue City College

Barred From Columbia, Student Brings New Action

Leon Samson is determined to finish his education in one of the city's colleges. On Monday he lost his student status as a student in Columbia University, whose trustees severed his connection with that institution after he had denounced the draft. Yesterday he declared his intention of bringing another suit in the Supreme Court against the College of the City of New York, from which he was suspended for the alleged interruption of a speech made at a student gathering by Major General Leonard Wood.

In the complaint, which will be made through Sidney R. Fleischer, his lawyer, Samson declares that he did not disturb the speaker, and that the acts alleged to have been committed did not take place at any regular session of the college. He has a letter from General Wood, in which that officer says that any disturbance which may have occurred took place after he had left the hall.

Public Warned Against Giving Soldiers Money

CHICAGO, Sept. 18.—Colonel Winston, chief aid to General Carter, commander of the Central Department, United States Army, issued today a statement urging the public to refrain from giving money to soldiers in uniform for tobacco and other purposes.

"Some of the men soliciting money for various funds may be honest and give the money they collect to be used in the purchase of tobacco and other comforts for the men, but others may collect money on the pretense that it is to be used for that purpose and never pass it on," Colonel Winston said.

Contributions from societies and organizations formed for this purpose are not objected to by the army officials.

How to Write to Soldiers

Mail for soldiers or prospective officers in training should be addressed as follows:

- John Smith,
- Company X, — Regiment,
- (Designate Infantry, Cavalry, Artillery or Engineers),
- American Expeditionary Forces,
- John Smith,
- Company X, R. O. T. C.,
- Plattsburg, N. Y.
- John Smith,
- Company X, — Regiment,
- Camp Wadsworth,
- Spartanburg, S. C.
- John Smith,
- Company X, — Regiment,
- Camp Mills, L. I.
- John Smith,
- Company X, — Regiment,
- Camp Upton,
- Yaphank, N. Y.

Clubs Give Playing Cards For Red Cross Comfort Kits

The appeal of Charles H. Stout, secretary of the New York County Chapter of the American Red Cross, for playing cards to be included in soldiers' comfort kits has elicited responses from many clubs.

The Union League, the first to respond, donated a gross of playing cards.

Camp Upton Is Ready for Quota Arriving To-day

Stories of Unpreparedness as to Meals and Quarters Are False

New Barracks Ready

Congressman Caldwell Pays Visit to Men, Bringing Comfort Kits

(Staff Correspondence)

CAMP UPTON, L. I., Sept. 18.—Don't worry, New York; don't believe for a minute any of the stories that have been drifting around town to upset the home folks and make the men of this second National Army increment look ahead to privations to begin with their arrival in camp.

There will be nothing that by any stretch of imagination could be called privation; no sleeping in the chilly outdoors; no going without blankets; no skipping of meals.

Camp Upton—proving that you cannot believe all you hear—is ready. As there were clean and decent sleeping quarters and wholesome and filling meals waiting for the boys of the first increment on their arrival, so there will be for the boys of the second.

At 6 o'clock this evening two barracks, each built to house upward of two hundred men, stood ready for occupancy, complete to the last electric light bulb and mess hall bench. In all, they would comfortably accommodate 2,400 men and more, so it is self-evident that the contingent due to arrive between noon and 1 o'clock tomorrow will be well taken care of.

All Ready Night Before

Six o'clock of the evening previous to arrival has been set as the deadline upon which preparations for their reception must have been completed. And it may be pointed out that the engineering and construction forces at Camp Upton haven't missed a real deadline yet. Hampered from the first by obstacles that have arisen almost daily (obstacles natural and otherwise), they have done and are doing a job that is worthy of the highest praise.

By the schedule given out to-day on Headquarters Hill the camp will take in the second increment, representing 20 per cent of New York City's National Army quota, in five installments. Tomorrow come the advance guards. On the 20th arrivals will number 1,725; on the 21st, 1,725; on the 22d, 1,682, and on the 23d, 1,706.

The men will be handled much more expeditiously as they pass through the enrollment routine than were those of the first increment. This will be possible because of the experience that the reserve officers have had and because the medical staff has been nearly doubled.

It is the plan to have every man re-examined by 8 o'clock on the evening following his arrival, assigned to his permanent barracks by 9 o'clock the morning thereafter and settled down in them two hours later.

Table of Temporary Barracks

The following table of temporary barracks assignments will serve as a guide to visitors who come out to see tomorrow's arrivals within the forty-eight-hour period:

Local board number	Barracks designation
24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100	Yonkers men, 100; New Rochelle men, 100; Hempstead men, 100; Lawrenceville men, 100; Mount Vernon men, 100; Kingsport men, 100; Poughkeepsie men, 100; White Plains men, 100; Flushing men, 100; Hudson men, 100; Albany men, 100.

Representative Charles Pope Caldwell, of Queens, had no such list to guide him today, when he came out with Judge John A. Rapley and two members of Local Boards 171 and 175 to have to look at the men from the two districts. By this time the men have been scattered, and even with the aid of guides, the Representative was able to find only a few of them before dark.

Mr. Caldwell was warmly received at headquarters, where he was given a tour of the camp and a glimpse of the new barracks. He was also shown the new barracks, which are being built at a cost of \$40,000,000 "army in the air." He and the local board members, Louis Gallucci, John A. Rapley and John P. Kissling, and their limousine loaded with comfort kits.

Gunnery Class to Open

Limited Number of Civilians May Obtain Instruction

A limited number of civilians will be permitted to attend the weekly officers' classes of the 1st New York Field Artillery, which will open at the armory, Sixty-eighth Street and Broadway, to-morrow night under the direction of Captain Frederick H. Ryan.

The classes are primarily for officers of the regiment, but it is believed that men interested in field artillery who were not able to attend any of the officers' training camps will benefit by the course. The following subjects will be covered: Administration, field artillery drill regulations, field artillery material, gunnery, field service regulations, organization, military law, hippology, military hygiene and topography.

American, Veteran of World War, to Train U. S. Troops

AN ATLANTIC PORT, Sept. 18.—Lieutenant F. J. Blount, of the British army, an American, aged twenty-nine, who has seen three years' service with the Allied forces in Europe, arrived here today on a British steamship to offer his services to the United States as an instructor for training camps.

In October, 1914, Lieutenant Blount received a commission with the 24th Battalion of the Army medal for bravery in saving a French unit from defeat by the Germans.

He was with the Allied forces at the capture of Monastir, and was decorated with the Serbian White Eagle.

U. S. Electrical Figures

American electrical apparatus is gaining rapidly in popularity the world over. A compilation by the National City Bank of New York shows that the value of electrical machinery, appliances and instruments exported from the United States in the fiscal year 1917 aggregated more than \$50,000,000, against \$30,000,000 in 1916, \$20,000,000 in 1915, \$10,000,000 in 1914, and \$5,000,000 in 1900.—San Francisco Chronicle.

The Ad-Visor

Wednesday, September 19, 1917

This department is engaged in separating the sheep of advertising, and of the service which backs up advertising, from the goats—and hanging a bell on the goats. It invites letters describing experiences—pleasant or unpleasant—with advertisers, whether they be manufacturers, wholesale houses, retail stores or public service corporations. It will print those letters which seem to show most typically how an advertiser's deeds square with the words of his advertising. Only signed letters, giving the writer's address, will be read. But the name will be printed or withheld, as preferred. Address: The Ad-Visor, The Tribune, New York.

ON SEPTEMBER 7 this advertisement appeared in the Mail and the Journal:

"Park-Taylor. We stand pat. Park-Taylor master-tailored clothes still \$15. . . . Hand-tailored of clothes, \$15. We started the Park-Taylor shops with the big idea of giving the greatest values in town for \$15. To do this we located our shops on second floors, thus eliminating expensive ground floor rentals. By manufacturing all our own garments, we eliminate the wholesaler's profit."

Two Tribune investigators called at the Park-Taylor shop at Thirty-sixth Street and Broadway. They looked at several suits and asked the salesman if they were hand-tailored, as claimed in the advertisement. The salesman smiled and metaphorically ducked.

"This is the suit that we produce," said he enigmatically. "But is it hand-tailored?" persisted one of the investigators. "It's our regular \$15 suit," replied the elusive one. "The advertisement stated that the suits were hand-tailored. Is this suit hand-tailored?"

"It's what the advertisement says it is."

"Then it is hand-tailored."

"It's just as the advertisement stated."

The investigators wasted no more time in quibbling, but hurried to appraisers with the suit. After the elusiveness of the Park-Taylor salesman, the blunt statements of the appraisers were refreshing. They said this "hand-tailored" suit was machine-made throughout with the exception of the collar felling, the buttonholes on the coat and one or two other unimportant bits. Even the vest buttonholes were machine made.

Last November The Tribune proved by extensive purchases and appraisals that misleading claims in regard to alleged hand-tailored clothing were being made by a number of leading department stores. On being enlightened as to the facts, these firms promptly changed their statements. And now comes Park-Taylor with a claim not only of hand-tailoring, but of master-tailoring, when, as a matter of fact, the hand-work consists essentially of a few buttonholes on the coat.

The suit was appraised by experts as a very good one for \$15. Such advertising as this, therefore, that of the Park-Taylor Company serves merely as a conglomeration, since its misrepresentations as to hand-tailoring and its exaggerations as to value do much to obscure the real worth of their product.

"We stand pat," boasts the Park-Taylor Company, and to this we heartily assent. This company does stand pat on a type of advertising that has been discontinued among reputable merchants—advertising containing misleading statements, untruthful claims and the belittling of more accurate and more honest competitors.

I HAVE been suffering with rheumatism for the last sixteen months. I have carefully read the different rheumatism cures advertised and faithfully tried many of them, but they are all useless, and I have not much faith in any of the advertisements I read. I conclude it is all right with the fellow that advertises his goods. He gets the money; the buyer gets worse than nothing.

Now if you can cite me an advertised rheumatism cure that really cures, I'll not only be under everlasting obligations to you, but will have more faith in advertisements.

Can't something be done to keep advertisements out of the papers which use pictures of women with goitre, boy with swollen jaw, men drawn over and walking with cane, etc.? I think they are hard enough to make one sick.

I hope that my opinion of some advertising will not offend.

MRS. D. M. B. (Marion, Ind.)

Every now and then The Ad-Visor reads over his column and says to himself in the words of Hermione, "Have I really done something for clean advertising in this column, or have I failed?" A letter like the one quoted, originally addressed to the advertising department of an Indianapolis newspaper and published by the Associated Advertising Clubs of the World, is encouraging in such a state of mind. It plainly indicates that such efforts are not in vain; that the buying public, as well as the progressive merchant, is eager to have the burden of distrust lifted off the shoulders of legitimate advertising.

Mrs. B.'s comment that the pictures used to illustrate patent medicines are "horrid enough to make one sick" is calculated to bring a smile of satisfaction to the contentment of any patent medicine man—that being exactly what he wants the pictures to do. Mr. George Bernard Shaw once claimed that after reading a booklet containing many patent medicine advertisements he found that he had symptoms of every disease described therein save housemaid's knee. And if English quacks are as progressive as the American variety the writer of the advertisement of the housemaid's knee cure probably got the sack because he was "unconvincing."

Suggestion is undoubtedly an important phase of the psychology of selling, whether through advertisements or over the counter. But to suggest to a reader by realistic pictures and inaccurate descriptions a state of ill health merely as a prelude to the deeper and more dangerous suggestion of a secret remedy for what may or may not be an imaginary disease only adds to the suspicion which still attaches to many kinds of advertising in the minds of the public.

THREE years ago I came to New York to study music. I studied for two years and then I became imbued with the idea that I could become a better interpreter dancer. I was attracted by the advertising—some in The Tribune—of Louis H. Chalif. I went to him, took one lesson and made a verbal arrangement to enter his normal school. The next day he called on me and worked with me patiently. He learned of my musical ambitions and told me frankly that in his opinion I would never become a great dancer. If I expected to make it my life's work he urged me to abandon it. He also offered to refund my money for the two lessons, but I refused. I have gone back to my music. I know now that I made a mistake, but it took him to bring me to that realization and to say that I am grateful is putting it mildly.

D. McI.

There is much talk these days among vendors of many sorts of wares of "conscience" in selling, but we have yet to see a finer example of its operation than this. To give sound advice on such a matter as this requires not only conscience but good judgment and tact. The patronage of this particular student was unquestionably valuable, since such training usually will be given at least equal consideration with the merchant's profits. It is rare indeed that the buyer's interest is of more importance to the seller than his own gain.

HERE is an interesting example of editorial cooperation with the advertising department—from the Southampton, Long Island, Press.

The enclosed clipping is a regular news item reading:

M. Rosenberg is making ready to sell out his jewelry business. He says a winter spent in Oklahoma has satisfied him that the prairie life is the life. Mr. Rosenberg has worked hard for twenty odd years and feels that he deserves a rest. His entire stock will be sold out in thirty days. Those looking for bargains will be able to find them now. See his announcement on another page of this week's Press.

The Ad-Visor has always preached cooperation between the advertiser and editorial departments, but this announcement does not represent exactly the kind of cooperation we mean.

In the same mail with Mr. Orman's letter came one from a Tribune advertiser, in which, quite baldly, a request was made for an editorial write-up merely on the strength of the advertisement. Mr. Orman—the mere reader of The Tribune—very correctly takes it for granted that the giving of free editorial comment to advertisers is unethical. The other correspondent—a Tribune advertiser who should have been at least equal enlightened as to The Tribune's policy—makes his request in the confident tone of one who is accustomed to receiving such favors. We do not blame the advertiser for asking for more than is frequently given him. But we do blame the newspaperman who encourages such practices and who not only sells the advertising columns, but throw in as a bonus reading notices on the editorial pages, where space should be so far above price that not even the advertiser of the most popular patent medicine could afford to buy so much as a quarter of an inch.

REGENSBURG & SON, of New York, have been advertising "Admiration: The Mild Tampa Cigar." A copy of one of their advertisements was sent us by the editor of the Tobacco World, with this letter:

We draw your attention to the enclosed advertisement and would like very much to get an opinion from you as to whether you consider this advertising legitimate. "Admiration Cigars" and "Admiration Minstature" are not made in Tampa. You probably know that the Tobacco Record has been arguing that the use of the term "Made in Tampa" for cigars like the "Admiration" factory is not in the class of truthful advertising.

H. M. KUNISER.

We wrote to the Regensburg Company, asking for their comment upon this practice, but they have not replied to our letter. This indicates indifference to the accuracy of their statements or deliberate misrepresentation.

As a matter of fact, "Admiration Cigars" and "Ministatures" are manufactured in New York. They are no more Tampa cigars than they are corn cob pipes, and the Regensburg Company has no more right to sell them as such than a hatter has to sell Toyo hats as panamas. There's only one kind of panama hat, and that's the one made from the fibre of a South American plant; and there's only one kind of Tampa cigar, and that's the kind that is actually made in Tampa, Florida.

(The next Ad-Visor will appear Wednesday, September 19)

WILHELM WILLIAM

"On his own showing he is more than pro-German and worse. He is German with all that the term implies in a renegade from Americanism."

Thus does SAMUEL HOPKINS ADAMS sum up his second article on William Randolph

HEARST

which appears under the heading "Who's Who Against America."

If you read Mr. Adams' first article on the "leading pro-German spirit in the United States to-day" in last Sunday's Tribune, you've already put in your order for next Sunday's. If you missed last Sunday's, make sure of next—order to-day in advance your copy of the big Sunday Tribune for September 23rd.

Luchow's

14th Street, near Fourth Avenue.

HANLEY'S BROADWAY 41 & 43 27 Luchow's Surprisingly Good 20c (Mailed) from 15 to 25 P. M.